

**WHAT IS CLAIMED IS:**

1. A method configured for facilitating an interactive multimedia experiences,  
comprising:  
    accessing a system-readable specification defining a multimedia experience  
5           configured for audience interaction; and  
    performing the multimedia experience in accordance with information  
        comprised by the system-readable specification, wherein said  
        information comprised by the system-readable specification includes  
        information for enabling facilitation of audience response tracking,  
10           experience navigation and feedback of audience responses.
2. The method of claim 1 wherein performing the multimedia experience includes  
    gathering audience responses.
3. The method of claim 2 wherein performing the multimedia experience includes:  
    analyzing said audience responses; and  
15           outputting information resulting from said analysis.
4. The method of claim 3 wherein outputting said information resulting from analyzing  
    said audience responses includes displaying at least a portion of said information  
    resulting from analyzing said audience responses.
5. The method of claim 4 wherein performing the multimedia experience includes  
20           outputting experience content.
6. The method of claim 1 wherein performing the multimedia experience includes:  
    gathering audience responses;  
    analyzing said audience responses;

outputting information resulting from said analysis; and  
outputting experience content dependent upon at least a portion of said  
information resulting from analyzing said audience responses.

5 7. The method of claim 6 wherein outputting said information resulting from analyzing  
said audience responses includes displaying at least a portion of said information  
resulting from analyzing said audience responses.

8. The method of claim 1 wherein:

the system-readable specification comprises a plurality of display elements;  
each one of said display elements comprises a respective portion of the

10

multimedia experience; and  
performing the multimedia experience includes performing at least a portion  
of said display elements.

9. A system configured for facilitating an interactive multimedia experience, comprising, comprising:
- at least one data processing device;
- 5 instructions processable by said at least one data processing device; and
- an apparatus from which said instructions are accessible by said at least one data processing device;
- wherein said instructions are configured for enabling said at least one data processing device to facilitate:
- 10 accessing a system-readable specification defining a multimedia experience configured for audience interaction; and
- performing the multimedia experience in accordance with information comprised by the system-readable specification, wherein said information comprised by the
- 15 system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.
10. The system of claim 9 wherein performing the multimedia experience includes gathering audience responses.
- 20 11. The system of claim 10 wherein performing the multimedia experience includes:
- analyzing said audience responses; and
- outputting information resulting from said analysis.
12. The system of claim 11 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information
- 25 resulting from analyzing said audience responses.
13. The system of claim 12 wherein performing the multimedia experience includes outputting experience content.

14. The system of claim 9 wherein performing the multimedia experience includes:

gathering audience responses;

analyzing said audience responses;

outputting information resulting from said analysis; and

outputting experience content dependent upon at least a portion of said  
information resulting from analyzing said audience responses.

15. The system of claim 14 wherein outputting said information resulting from analyzing  
said audience responses includes displaying at least a portion of said information  
resulting from analyzing said audience responses.

16. The system of claim 9 wherein:

the system-readable specification comprises a plurality of display elements;

each one of said display elements comprises a respective portion of the

multimedia experience; and

performing the multimedia experience includes performing at least a portion  
of said display elements.

17. A system configured for facilitating an interactive multimedia experience,  
comprising, comprising:

means for accessing a system-readable specification defining a multimedia  
experience configured for audience interaction; and

means for performing the multimedia experience in accordance with  
information comprised by the system-readable specification, wherein  
said information comprised by the system-readable specification  
includes information for enabling facilitation of audience response  
tracking, experience navigation and feedback of audience responses.

18. A method configured for facilitating an interactive multimedia experience,  
comprising:

accessing a system-readable specification defining a multimedia experience  
configured for audience interaction , wherein the system-readable  
specification includes a plurality of display elements;  
maintaining updates of experience feedback information; and  
performing said multimedia experience dependent upon at least one of  
information comprised by the system-readable specification and said  
experience feedback information.

19. The method of claim 18 wherein said feedback information includes at least one of  
experience state information and audience response information.

20. The method of claim 18 wherein:

performing the multimedia experience includes accessing a multimedia asset  
associated with one of said display elements; and  
access information for the multimedia asset is specified within the system-  
readable specification.

21. The method of claim 18 wherein said feedback information includes information  
resulting from analysis of a sound file of the one of said display elements.

22. The method of claim 21 wherein said analysis of the sound file includes analysis of at  
least one of amplitude characteristics of the sound file and length characteristics of  
the sound file.

23. The method of claim 22 wherein said performing includes synchronizing a video  
component comprised by the multimedia experience with a corresponding audio  
component comprised by the multimedia experience dependent upon said  
information resulting from analysis of the sound file.

24. The method of claim 18 wherein performing the multimedia experience includes gathering audience responses.

25. The method of claim 24 wherein performing the multimedia experience includes:  
analyzing said audience responses; and  
outputting information resulting from said analyzing.

26. The method of claim 25 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.

27. The method of claim 25 wherein said information comprised by said system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.

28. The method of claim 25 wherein performing the multimedia experience includes outputting experience content.

29. The method of claim 28 wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.

30. The method of claim 18 wherein performing the multimedia experience includes:  
gathering audience responses;  
analyzing said audience responses;  
outputting information resulting from said analyzing; and  
outputting experience content dependent upon at least a portion of said information resulting from analyzing said audience responses.

31. The method of claim 30 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.

32. The method of claim 18 wherein:

5               each one of said display elements comprises a respective portion of the  
                  multimedia experience; and  
                  performing the multimedia experience includes performing at least a portion  
                  of said display elements.

10           33. The method of claim 32 wherein said information comprised by the system-readable  
             specification includes information for enabling facilitation of audience response  
             tracking, experience navigation and feedback of audience responses.



34. A system configured for facilitating an interactive multimedia experience,  
comprising:

at least one data processing device;

instructions processable by said at least one data processing device; and

5 an apparatus from which said instructions are accessible by said at least one  
data processing device;

wherein said instructions are configured for enabling said at least one data  
processing device to facilitate:

10 accessing a system-readable specification defining a multimedia  
experience configured for audience interaction , wherein the  
system-readable specification includes a plurality of display  
elements;

maintaining updates of experience feedback information; and  
performing said multimedia experience dependent upon at least one  
15 of information comprised by the system-readable  
specification and said experience feedback information.

35. The system of claim 34 wherein said feedback information includes at least one of  
experience state information and audience response information.

36. The system of claim 34 wherein:

20 performing the multimedia experience includes accessing a multimedia asset  
associated with one of said display elements; and  
access information for the multimedia asset is specified within the system-  
readable specification.

37. The system of claim 34 wherein said feedback information includes information  
25 resulting from analysis of a sound file of the one of said display elements.

38. The system of claim 37 wherein said analysis of the sound file includes analysis of at least one of amplitude characteristics of the sound file and length characteristics of the sound file.

39. The system of claim 38 wherein said performing includes synchronizing a video component comprised by the multimedia experience with a corresponding audio component comprised by said multimedia experience dependent upon said information resulting from analysis of the sound file.

40. The system of claim 34 wherein performing the multimedia experience includes gathering audience responses.

41. The system of claim 40 wherein performing the multimedia experience includes: analyzing said audience responses; and outputting information resulting from said analyzing.

42. The system of claim 41 wherein outputting said information resulting from analyzing said audience responses includes displaying at least a portion of said information resulting from analyzing said audience responses.

43. The system of claim 41 wherein said information comprised by said system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.

44. The system of claim 41 wherein performing the multimedia experience includes outputting experience content.

45. The system of claim 34 wherein said information comprised by the system-readable specification includes information for enabling facilitation of audience response tracking, experience navigation and feedback of audience responses.

46. The system of claim 34 wherein performing the multimedia experience includes:

gathering audience responses;

analyzing said audience responses;

outputting information resulting from said analyzing; and

outputting experience content dependent upon at least a portion of said  
information resulting from analyzing said audience responses.

47. The system of claim 46 wherein outputting said information resulting from analyzing  
said audience responses includes displaying at least a portion of said information  
resulting from analyzing said audience responses.

48. The system of claim 34 wherein:

each one of said display elements comprises a respective portion of the  
multimedia experience; and

performing the multimedia experience includes performing at least a portion  
of said display elements.

49. The system of claim 48 wherein said information comprised by the system-readable  
specification includes information for enabling facilitation of audience response  
tracking, experience navigation and feedback of audience responses.

50. A system configured for facilitating an interactive multimedia experience,  
comprising:

means for accessing a system-readable specification defining a multimedia  
experience configured for audience interaction , wherein the system-  
readable specification includes a plurality of display elements;

means for maintaining updates of experience feedback information; and

means for performing said multimedia experience dependent upon at least one  
of information comprised by the system-readable specification and said  
experience feedback information.

51. A method configured for facilitating an interactive multimedia experiences,  
comprising:
- creating a system-readable specification defining a multimedia experience  
configured for audience interaction;
  - 5 designating a feedback information action for enabling corresponding  
experience feedback information to be updated accordingly in response  
to performing the multimedia experience; and
  - associating the feedback information action with the system-readable  
specification, whereby performing the multimedia experience is  
10 dependent upon said corresponding experience feedback information.
52. The method of claim 51 wherein creating the system-readable specification includes  
specifying access information for at least one multimedia asset comprised by the  
multimedia experience.
53. The method of claim 51 wherein creating the system-readable specification is  
15 performed dependent upon system-specified rules configured for enabling the  
specification to be interpreted and performed by said system.
54. The method of claim 51 wherein said experience feedback information includes at  
least one of experience state information and audience response information.
55. The method of claim 51 wherein:
- 20 performing the multimedia experience includes accessing a multimedia asset  
associated with one of said display elements; and
  - access information for the multimedia asset is specified within the system-  
readable specification.
56. The method of claim 51 wherein creating the system-readable specification includes  
25 specifying a manner in which audience responses are gathered.

57. The method of claim 56 wherein creating the system-readable specification includes specifying a manner in which:

said audience responses are analyzed; and  
information resulting from said analyzing is outputted.

5 58. The method of claim 57 wherein specifying the manner in which said information resulting from analyzing said audience responses is outputted includes specifying a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.

10 59. The method of claim 58 wherein creating the system-readable specification includes specifying a manner in which experience content is outputted.

60. The method of claim 51 wherein creating the system-readable specification includes specifying a manner in which audience response tracking, experience navigation and feedback of audience responses are performed.

15 61. The method of claim 51 wherein creating the system-readable specification includes specifying a manner in which:

audience responses are gathered;  
said audience responses are analyzed;  
information resulting from said analyzing is outputted;  
experience content is outputted; and  
20 at least one of audience response tracking, experience navigation and feedback of audience responses is performed.

62. A system configured for facilitating an interactive multimedia experiences,  
comprising:  
at least one data processing device;  
instructions processable by said at least one data processing device; and  
5 an apparatus from which said instructions are accessible by said at least one  
data processing device;

wherein said instructions are configured for enabling said at least one data  
processing device to facilitate:

creating a system-readable specification defining a multimedia  
10 experience configured for audience interaction;

designating a feedback information action for enabling  
corresponding experience feedback information to be  
updated accordingly in response to performing the  
multimedia experience; and

15 associating the feedback information action with the system-  
readable specification, whereby performing the multimedia  
experience is dependent upon said corresponding  
experience feedback information.

20 63. The system of claim 62 wherein creating the system-readable specification includes  
specifying access information for at least one multimedia asset comprised by the  
multimedia experience.

64. The system of claim 62 wherein creating the system-readable specification is  
performed dependent upon system-specified rules configured for enabling the  
specification to be interpreted and performed by said system.

25 65. The system of claim 62 wherein said experience feedback information includes at  
least one of experience state information and audience response information.

66. The system of claim 62 wherein:

performing the multimedia experience includes accessing a multimedia asset associated with one of said display elements; and access information for the multimedia asset is specified within the system-readable specification.

5 67. The system of claim 62 wherein creating the system-readable specification includes specifying a manner in which audience responses are gathered.

68. The system of claim 67 wherein creating the system-readable specification includes specifying a manner in which:

said audience responses are analyzed; and

10 information resulting from said analyzing is outputted.

69. The system of claim 68 wherein specifying the manner in which said information resulting from analyzing said audience responses is outputted includes specifying a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.

15 70. The system of claim 69 wherein creating the system-readable specification includes specifying a manner in which experience content is outputted..

71. The system of claim 62 wherein creating the system-readable specification includes specifying a manner in which audience response tracking, experience navigation and feedback of audience responses are performed.

20 72. The system of claim 62 wherein creating the system-readable specification includes specifying a manner in which:

audience responses are gathered;

said audience responses are analyzed;

information resulting from said analyzing is outputted;

25 experience content is outputted; and



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at least one of audience response tracking, experience navigation and feedback of audience responses is performed.

73. A system configured for facilitating an interactive multimedia experiences,  
comprising:

means for creating a system-readable specification defining a multimedia  
experience configured for audience interaction;

5 means for designating a feedback information action for enabling corresponding  
experience feedback information to be updated accordingly in response to  
performing the multimedia experience; and

means for associating the feedback information action with the system-readable  
specification, whereby performing the multimedia experience is dependent  
10 upon said corresponding experience feedback information.

74. A method configured for creating a system-readable specification defining a multimedia experience configured for audience interaction, comprising;  
specifying a manner in which audience response tracking is performed;  
specifying a manner in which experience navigation is performed; and  
specifying a manner in which feedback of audience responses is performed.

75. The method of claim 74 wherein each one of said specifying are performed dependent upon system-specified rules configured for enabling a system-readable specification to be interpreted and performed by said system.

76. The method of claim 74, further comprising:  
specifying a manner in which said audience responses are analyzed; and  
specifying a manner in which information resulting from said analyzing is outputted.

77. The method of claim 76 wherein specifying the manner in which said information resulting from analyzing said audience responses is outputted includes specifying a manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.

78. The method of claim 74, further comprising:  
specifying access information for at least one multimedia asset comprised by the multimedia experience.

79. A system configured for creating a system-readable specification defining a multimedia experience configured for audience interaction, comprising;  
at least one data processing device;  
instructions processable by said at least one data processing device; and  
5 an apparatus from which said instructions are accessible by said at least one data processing device;  
wherein said instructions are configured for enabling said at least one data processing device to facilitate:  
specifying a manner in which audience response tracking is  
10 performed;  
specifying a manner in which experience navigation is performed;  
and  
specifying a manner in which feedback of audience responses is performed.
- 15 80. The system of claim 79 wherein each one of said specifying are performed dependent upon system-specified rules configured for enabling a system-readable specification to be interpreted and performed by said system.
81. The system of claim 79 further comprising:  
means for specifying a manner in which said audience responses are analyzed;  
20 and  
means for specifying a manner in which information resulting from said analyzing is outputted.
82. The system of claim 81 wherein specifying the manner in which said information resulting from analyzing said audience responses is outputted includes specifying a  
25 manner in which at least a portion of said information resulting from analyzing said audience responses is displayed.
83. The system of claim 79, further comprising:

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specifying access information for at least one multimedia asset comprised by the multimedia experience.

84. A system configured for creating a system-readable specification defining a multimedia experience configured for audience interaction, comprising;
- means for specifying a manner in which audience response tracking is performed;
- 5 means for specifying a manner in which experience navigation is performed; and
- means for specifying a manner in which feedback of audience responses is performed.

85. A method configured for facilitating an interactive multimedia experiences,  
comprising:

designating a feedback information action for enabling corresponding  
experience feedback information to be updated accordingly in response  
to performing the multimedia experience; and  
associating the feedback information action with the multimedia experience,  
whereby performing the multimedia experience is dependent upon said  
corresponding experience feedback information.

86. The method of claim 85 wherein said designating is performed dependent upon  
system-specified rules configured for enabling the multimedia experience to be  
interpreted and performed by said system.

87. The method of claim 85 wherein said experience feedback information includes at  
least one of experience state information and audience response information.

88. The method of claim 85 wherein:

performing the multimedia experience includes accessing a multimedia asset  
associated with one of said display elements; and  
access information for the multimedia asset is specified within the system-  
readable specification.

89. A system configured for facilitating an interactive multimedia experiences,  
comprising:

at least one data processing device;

instructions processable by said at least one data processing device; and

an apparatus from which said instructions are accessible by said at least one  
data processing device;

wherein said instructions are configured for enabling said at least one data  
processing device to facilitate:

designating a feedback information action for enabling

corresponding experience feedback information to be  
updated accordingly in response to performing the  
multimedia experience; and

associating the feedback information action with the multimedia  
experience, whereby performing the multimedia experience  
is dependent upon said corresponding experience feedback  
information.

90. The system of claim 89 wherein said designating is performed dependent upon  
system-specified rules configured for enabling the multimedia experience to be  
interpreted and performed by said system.

91. The system of claim 89 wherein said experience feedback information includes at  
least one of experience state information and audience response information.

92. The system of claim 89 wherein:

performing the multimedia experience includes accessing a multimedia asset  
associated with one of said display elements; and

access information for the multimedia asset is specified within the system-  
readable specification.



93. A system configured for facilitating an interactive multimedia experiences,  
comprising:

means for designating a feedback information action for enabling corresponding  
experience feedback information to be updated accordingly in response to  
performing the multimedia experience; and

means for associating the feedback information action with the multimedia  
experience, whereby performing the multimedia experience is dependent  
upon said corresponding experience feedback information.